



Initiatives

for

**SUCCESS**



**T**he modern history of California began one hundred and fifty-one years ago at the very moment gold was discovered on the South Fork of the American River. Few other single events did more to shape this state's character than the resulting Gold Rush of the mid-1800s. To this day, millions of people have ventured from every corner of the globe to find their destiny here. These new Californians, in all their magnificent diversity, infused the state with an unshakable belief that here, in the Golden State, all things were possible.



Today, people still flock to California to strike it rich. As the world's seventh largest economy, where small businesses represent more than 99 percent of all businesses, California is continuing to experience an entrepreneurial renaissance. Small businesses serve as the primary engine of job creation in our State. What's more, their diversity and composition provide our State's workers with limitless opportunities to achieve dreams.

With the help of the Small Business Development Center (SBDC) Program, small businesses are doing their part to build a better future for all Californians. By providing business consulting and technical assistance to state entrepreneurs, the SBDC Program helps to prepare the small business community to meet the challenges of the next century.

I congratulate the California SBDC Program, its directors and its staff for yet another year of hard work and dedication to enhancing California's entrepreneurial expansion.

A stylized, handwritten signature of Gray Davis in black ink.

GRAY DAVIS  
Governor, State of California

**T**he State of California places a high priority on efforts to ensure a positive business climate for California companies. In fact, the California Trade and Commerce Agency exists for one main reason: to increase economic investment and create jobs for Californians. As the state with the largest and most diverse economy in the United States, we are committed to maintaining our leadership at home and around the world.

The Small Business Development Center Program plays a vital role in the Agency's overall economic development strategy. Through our network of over 46 offices statewide, the SBDC program provides free counseling and consulting on myriad business concepts from preparing a business plan, marketing, and cash flow analysis to securing financing to capturing international trade opportunities.



By helping small businesses to stay competitive in the ever-changing market place, the SBDC is doing what it does best.

Last year the SBDCs invested over 75,000 hours helping 15,564 clients; another 27,900 clients attended 2,081 seminars and workshops. Our dedicated program staff, directors, and consultants helped clients create or retain almost 4,200 jobs. During my tenure, I look forward to future accomplishments of the Small Business Development Center program. I invite you to read the 1999 Program Report, so you can learn about the SBDC program's Initiatives for Success. Our continued dedication to the small business community keeps California's entrepreneurial spirit thriving.

A stylized, handwritten signature of Lon Hatamiya in black ink.

LON HATAMIYA  
Secretary, California Trade and Commerce Agency

## Initiatives For Success

*From Then Until Now ...*

150 years ago, John Sutter envisioned a sawmill in the foothills above Sacramento. Having neither the expertise nor the time to build the mill himself, Sutter hired James Marshall to oversee its construction. Little did either man know that their small business arrangement would herald an era of unprecedented demographic change and entrepreneurial activity.

The discovery of gold at Sutter's mill marks the beginning of what historians would later refer to as the Gold Rush. Spurred by the promise of fabulous riches, thousands risked everything to come to California. Known then as "49ers," these hardworking men and women were California's first true entrepreneurs. Not satisfied with the status quo, they wanted to create their own destiny.

Ours is a history of hard work, dedication, and initiative. Our ancestors came to California with big dreams, and they worked hard to turn them into reality. Today, we are the seventh largest economy in the world – thanks, largely to entrepreneurs. Whether panning for gold in the 1850s or establishing a website to market gold jewelry in the 1990s, entrepreneurs have been, and continue to be, at the forefront of economic activity in the Golden State. They have the initiative to succeed.

The California SBDC Program continues to grow businesses for California's future. In the spirit of the 49ers, we offer the hardworking individuals of California our "initiatives for success." This summary of 1998 features locally crafted initiatives that respond to state and national needs. While these initiatives may be modern in scope, they are traditional in function – providing entrepreneurs of the Golden State with a solid foundation for success.



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# Program OVERVIEW

## Partnerships: Continuing Success

The California SBDC is a collaborative network of 46 full-time, regional offices focused on serving the needs of small companies and entrepreneurs. The partnership among the California Trade and Commerce Agency, the U.S. Small Business Administration (SBA), the Chancellor's Office of the California Community Colleges (COCCC), and local organizations supports the Agency's mandate to promote business development and job creation / retention. Local entities, such as Chambers of Commerce, cities, and banks, enable the SBDCs to extend services into another 100 communities by providing consulting space within their offices.

## Not Your Typical Entrepreneur

California is home to more than two million small businesses, representing about 99% of all California firms. Half of these businesses are one person operations. Nearly 600,000 firms have one to four employees. Although "small business" includes businesses up to 500 employees, SBDCs concentrate on firms with less than 20 employees.

### SBDC Funding: 1998



## Origin of SBDC

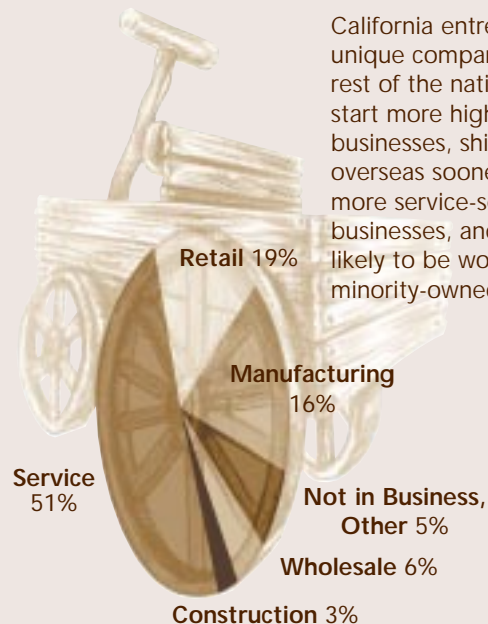
The SBA piloted the SBDC program at nine universities in 1977, yet it was not formally established as a national program until July 1980. The SBDC Act asserted that the program would be a partnership between the SBA and some state-determined entity. Although a California university was one of the pilots, the State of California did not join the national program until 1991.

At that time, the Governor determined the California Trade and Commerce Agency, not a university, would lead the program for California. His decision led to a union between two pre-existing small business assistance programs – one begun by the Trade and Commerce Agency in 1983; the other, by the COCCC in 1989. Today, the Agency considers the SBDC a key initiative in its economic strategy.

## Balanced Portfolio of Services

Within the context of the statewide strategic plan, each SBDC structures its business plan to deliver a mix of one-on-one counseling, training, and specialized services. Each SBDCs' plan presents a portfolio of services crafted to meet the needs of specific market segments and industry clusters within its territory. That portfolio complements local private and public sector services.

### Types of Businesses Counseled



California entrepreneurs are unique compared to the rest of the nation. They start more high technology businesses, ship products overseas sooner, open more service-sector businesses, and are more likely to be woman and minority-owned.

### Eureka Specialty Products

Receiving specialized manufacturing assistance is not always an easy task in some remote areas of California. Eureka Specialty Products, a client of North Coast SBDC, used video-conferencing in 1997 to work with manufacturing consultants at Redwood Empire SBDC's Sawyer Center some 200 miles away. In 1998, after developing a business plan with consultants at the SBDC, Mr Spier, the owner, secured a \$75,000 SBA loan to build a new manufacturing facility in Humboldt County. His business's expansion created 15 jobs in this remote area of California's North Coast – a region hit particularly hard by the recent timber industry downturn. North Coast SBDC worked with Mr. Spier and the Humboldt County Department of Social Services to hire three CalWorks clients. With a new facility, fifteen new employees, and continued assistance from the North Coast SBDC, Eureka Specialty Products looks forward to another successful year.



## CONSULTING

Anyone in business will tell you success is about building partnerships. From marketing to banking, the right relationships mean everything. Nowhere is this more noticeable than in the partnerships the SBDC team builds with our small business clients.

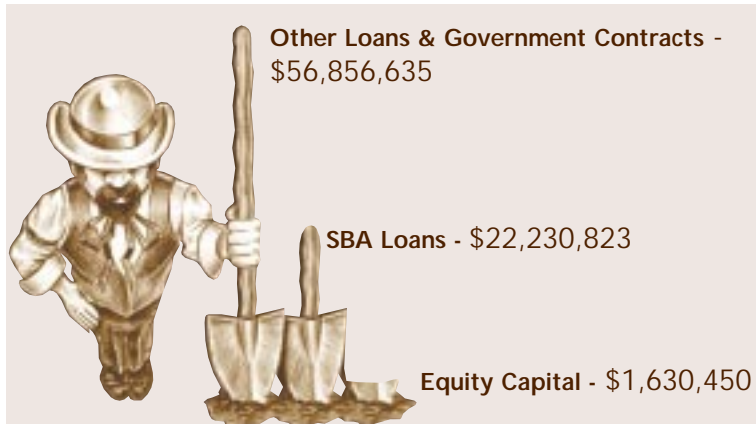
The SBDC network engages a team of over 500 talented business advisors, staff, faculty, and volunteers to coach, counsel, and consult with entrepreneurs on every aspect of growing and improving their businesses. Local SBDCs create a supportive environment which enables

# Portfolio of SERVICES

entrepreneurs to stretch themselves and realize their dreams. An individual scope of work for a client may include, among other areas, identifying appropriate financing, coaching on business plan development, developing a web page and internet marketing strategy, and training in accounting software.

In 1998, 75,912 hours of one-on-one consulting initiated success for 15,564 small businesses in California.

## Funding Investments



## Performance Consulting

Professional development for core counselors is at the center of California SBDC initiatives. This year's program focused on "performance consulting" – a process which encourages counselors to partner with clients, helping them achieve



their business goals. A performance consultant uses a systematic process to define business goals and develop appropriate action plans.

Recognizing that not everyone processes information in the same manner, 1999 training will emphasize learning style differences and strategies to focus clients on success.



## TRAINING

Since running a business is often more than a full-time job, many owners have trouble finding time to continue their business education. To meet this need, SBDCs offer day, evening, and weekend training workshops and pre-business orientations. Our flexible training sessions enable groups of business owners to learn not only from the instructors, but from peers as well. Effective training builds a strong knowledge base, preparing our clients to optimize their one-on-one consulting time.

### "I Think I Want to Start My Own Business"

Each year, SBDCs receive requests from people interested in starting a business. Providing business counseling to "exploring" clients can be costly – after a counselor has spent several hours developing a business plan, it is not unusual for the client to decide that he or she is not cut out for business ownership. To better assist exploring clients, centers often partner with SCORE (Service Core of Retired Executives) to cover the basics of business start-up.

This summer, Simon & Schuster Custom Publishing and the California SBDC created a California business planning guide. Building on a basic workbook in which clients create a business plan in steps, the SBDC turned the generic guide into a resource-rich overview of topics to consider before going into business. With its pull out pages and appendices, the California Edition of *Your Business Plan: A Workbook for Owners of Small Businesses* has become the core text for some SBDCs' new-business workshops while serving as a do-it-yourself resource for others.

### Success:

#### One Workshop at a Time

Clients who begin their relationship with the SBDC by attending one of our workshops often return for more in-depth training or consulting. Throughout this report, you will encounter several of our more specialized training programs designed to initiate success for small business owners.

Attending a marketing workshop at the **East Bay SBDC** in Oakland proved successful for Jim Gardner of Gardner Construction. Within one month after analyzing his current market position and developing a new marketing plan, Mr. Gardner received \$25,000 in new contracts.



### Training Topics

System wide, the California SBDC network offered a total of 2,081 different training workshops and seminars. Some of our most popular workshops included business start-up, management, creating a business plan, marketing, and international trade.







*A special magic occurs when a large group of people gather to find common ground and chart a desired future.*

## Building on Common **GROUND**

The success of the SBDC program depends on new approaches to tough issues and a shared sense of direction by all stakeholders. In March, the State Office hosted a four-day, off-site strategic planning symposium based on the “future search” model. In future search, people acknowledge and understand their differences, discover common ground, and direct their energy into action plans. Individual commitments to action, as well as an environment conducive to frank and honest communication, make future search a powerful strategic planning tool. Ninety stakeholders, including the three major funding partners, local SBDC directors, host organizations, small business clients, local sponsors, and community advocates actively participated in this event. The new level of practical collaboration which emerged from future search made everyone realize, as one participant reflected, “SBDC success is a shared responsibility.”



## California SBDC Advisory Board

In the renewed spirit of collaboration fostered by the Future Search Symposium, SBDC State Director Kimberley Neri re-configured the Advisory Board to better represent the “whole system” as well as the diversity of the California small business community.

### CHAIR

**Cindie Wolf** *Owner*

Performance Strategies (San Diego)

### VICE CHAIR

**Edward Castillo** *President*

Maverick Institute (Rialto)

**Wilma Berglund** *Director*

North Los Angeles SBDC (Van Nuys)

**Tammy Boone** *President*

Future Trucking Professional, Inc.  
(Redding)

**Ken Dozier** *Executive Director*

University of Southern California  
Technology Transfer (Los Angeles)

**Polo Enriquez** *Executive Director*

Sacramento Hispanic Chamber of  
Commerce (Sacramento)

**Nanette Kelley** *Partner*

Kelley & Associates (Sacramento)

**Bong Hwan Kim** *Executive Director*

Korean Youth and Community Center  
(Los Angeles)

**Scott Lewis** *Vice President*

Business & Professional Division,  
Citibank (San Francisco)

**Cathy Maguire** *District Manager*

The Gas Company (Chatsworth)

**Gary D. Quisenberry**

*First Vice President*

Business Banking Division,  
California Federal Bank (Fresno)

### EX OFFICIO MEMBERS

**Kay Ferrier** *Specialist*

California Community Colleges

**Craig Provin** *Statewide Project Officer*

U.S. Small Business Administration

*Through our SBDCs, we invest in Californians who invest in themselves.*

Initiatives for

# SUCCESS

# International TRADE

California continues to lead the nation in the export of manufactured goods. We're sending our electronics to Australia, our industrial machinery to Europe and our transportation equipment to Asia. In fact, you'll be hard pressed to find an area of the world without California exports.

To meet the exporting needs of California's small businesses, our **Export SBDC** in Los Angeles offers clients a vast array of services. Capitalizing on partnerships with other offices of the California Trade and Commerce Agency, private corporations, and banks the Export SBDC offers specialized export assistance and training to prepare California entrepreneurs to reach beyond their borders.



"The Eastern Los Angeles SBDC helped me organize my venture capital proposals and marketing strategies in order to find the right investors and manufacturing connections to make us successful. The SBDC has become a constant resource for me, and I rely on them day after day."

— James Parra





## Ready to Export™

It is no secret that trade shows can be draining. That difficulty is compounded when overseas buyers express their interest in your products, but you are not prepared to close an export deal. The **Export SBDC** and the California Office of Export Development (part of the Agency's Division of International Trade and Investment), with the help of a \$400,000 US Department of Commerce grant, promote California exports through the Ready to Export™ program. Sponsored in part by the Port of Los Angeles and Citibank, the program supported nearly 150 California exhibitors at domestic trade shows in 1998. After attending industry-specific workshops and absorbing tips for trade show success, these SBDC clients were "ready to export."

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"Thanks to The Ready to Export™ program and the excellent consulting I've received, I'm now finalizing my first international sale to Germany!"

— **Ron McCrury**, *Interactive Database*

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While the California SBDC has only one specialized export center, international trade expertise is available through all our offices via video conferencing or on-site consultants. The California SBDC's success in international trade results, in part, from a synergistic partnership with the fourteen Centers for International Trade Development (CITD). Local SBDCs are actively linked to 11 of the 14 CITDs. Directors from the **East Bay, Southwest Los Angeles County, and Southwestern College SBDCs** manage dual SBDC/CITD programs. CITD staff are co-located with the following SBDCs: **Butte College, East Los Angeles, Gavilan College, Greater Sacramento, Orange County, Sierra College, San Francisco, and Silicon Valley.**



## Bigger Than Life

The world's largest inflatables manufacturer, Bigger Than Life (BTL), re-established a contact in Nigeria thanks to the **Southwestern College SBDC**. That contact, and other assistance from the SBDC and World Trade Center San Diego, enabled BTL to expand its international sales base for a projected 30% increase in sales for 1998. International Sales Supervisor Denise DeWyse noted that her SBDC experience has been "pleasurable and rewarding, both personally and professionally."

## Composite Specialties

Jon Ellison of Composite Specialties (CSI) approached the **Inland Empire SBDC** for assistance in exporting procedures, identifying BCCN numbers and product classification systems, in addition to business etiquette and travel advisories. CSI holds the patent on an infrared device which eliminates problems with airline coffee makers. SBDC advice helped CSI facilitate a \$500,000 sale to a Beijing airplane manufacturer. Convection ovens and other electro-mechanical products for airlines are in the works.





# Welfare-to- WORK

Business assistance programs are becoming "new" partners in this era of Welfare-to-Work reforms. As public agencies endeavor to locate jobs for CalWorks clients, they should look to small businesses which are likely to create most of the entry-level jobs needed to make welfare-to-work a success. SBDC training and counseling programs already enroll CalWorks clients destined to become small business owners, but for those businesses poised to hire CalWorks clients, the SBDC Network offers educational workshops identifying tax incentives, intermediaries for locating employees, and support services such as child care and transportation.

## Shattering Myths

While only 11% of California SBDC clients report thus far hiring CalWorks clients, well over half of those recently surveyed are willing to do so. According to a 1998 survey by the Welfare-to-Work Partnership, most businesses are optimistic about the prospects of success for welfare-to-work programs. 76% of those surveyed said that "[job transition candidates] have turned out to be good, productive employees."

## Becoming Part of the Solution

The Trade and Commerce Agency funds the Job Creation Investment Fund (JCIF), a program requiring county task forces to integrate relevant services into localized action-plans. Close collaboration between the SBDC State Office and JCIF enabled SBDCs to offer assistance to their county task forces early in the process. This partnership jump-started the business assistance effort.

The **San Joaquin Delta College SBDC** suggested linking micro-enterprise training with the county revolving loan program. One graduate of the Calaveras County training program received a \$4,000 grant to cover her business start-up costs, and 4-5 others continue to work on loan applications. Similarly, the **Central Coast SBDC** provides technical assistance to Monterey County revolving loan and grant applicants. The SBDC works with the local Department of Social Services to identify potential entrepreneurs as well as provide pre- and post-loan counseling.

The **San Francisco SBDC** coordinated a county forum featuring exemplary welfare-to-work programs such as former California SBDC Advisory Board Member, Scott Hauge's, *Job Network* – a strategy that links job seekers with employment opportunities while providing training and support for a successful transition to work.



## The Child Care Dilemma

Study after study confirms that lack of affordable, quality child care is a major obstacle facing those transitioning to the workplace. Consequently, starting an in-home child care business is an increasingly attractive option.

SBDCs leverage resources to ease the welfare-to-work transition by forming strategic partnerships with public and private agencies such as the Soroptimists, Trickle Up, school districts, counties, and local economic development organizations.

**Central Coast SBDC** joined forces with the Santa Cruz Office of Education to host a series of workshops for home-based and center-based child care providers. Instruction in both English and Spanish includes business planning, marketing, financing options, general bookkeeping and tax tips.

*Trickle Up* is a worldwide anti-poverty program providing small grants for the development of "mom and pop" entrepreneurs. With grants of \$700, budding entrepreneurs in the Sierra foothills benefit from the *Trickle Up* philosophy. The **Sierra College SBDC** helps clients develop a business plan and provides up to 25 hours of business counseling while mentors from the local Soroptimist Club act as advisors on subjects such as insurance and bookkeeping, time management, and public relations/marketing.

The first graduate of that program, Pamela Weaver Baker, provides quality child care. Using her grant to buy liability insurance for her day care center, Pamela is now able to work with state-funded programs to care for children whose parents are transitioning to the workforce. Pamela's hard work is paying off: her business is successful, and she's ready to hire her first employee!

One of the best ways to ensure job creation and retention is to help business owners become better managers. Business education is no longer a luxury; it is an absolute necessity. In-depth, long-term training workshops offer clients a comfortable environment to hone the skills they need to successfully navigate today's ever-changing business climate. This year, we partnered with a variety of sponsors to support intensive entrepreneurial training.

# Entrepreneurial TRAINING

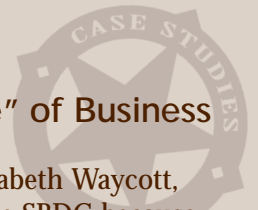
## Taking Businesses to the NxLevel

The California SBDC program joined forces with California Federal Bank to pilot a statewide entrepreneurial training effort based on the 12-week, 36-hour NxLevel curriculum. More than 180 students attended eleven courses conducted by the **Central California, East Bay, Imperial Valley, Napa Valley, San Francisco, Solano, and Visalia SBDCs.**

NxLevel raises the level of managerial capabilities for owners of small businesses who want to insure continued growth and success. Developed by entrepreneurs for entrepreneurs, this non-academic curriculum uses a practical, hands-on approach. Participants work in a small class environment, providing a dynamic exchange of ideas with business peers. The program is enhanced by a number of excellent business speakers, including Cal Fed representatives. Class time is supplemented with individualized counseling during the week. What clients learn at night can be put to practice the following day. For example, one client reported a \$1,000 payment following discussions about effective collection strategies.

"Our business was having trouble finding the right clients to fit our capabilities. The people at the Eastern Los Angeles SBDC showed us how to bid on and procure government contracts through the internet. Our business has now flourished and is about to expand with both office space and employees."

— Elsa and Luis Toror



## Taking “Care” of Business

Clients, like Elizabeth Waycott, often seek out the SBDC because they want to purchase an existing business. The **Imperial Valley SBDC** walked her through developing a business plan that led to a \$20,000 loan. She also participated in the NxLevel series to review basic business operations such as accounting, bookkeeping, management, and tax laws. Subsequently, Elizabeth increased her staff by five and plans to apply for an SBA loan to finance future expansion of her health care facility.

### ★ Case Study – IVC

Tom Hopper approached the **Imperial Valley SBDC** for assistance while applying for a micro-loan to expand Imperial Valley Computer Services. The pro-forma financial projections developed with the help of SBDC staff and NxLevel exercises revealed that revenues from a slow expansion would finance the project without taking on a loan. Some of the first clients to benefit from the new dial-up internet access service were his colleagues from NxLevel! IVCS's expansion is projected to add \$13,000 in monthly revenue.

### ★ Case Study – B.A.C.M.

Ron Davis, owner of Bay Area Carpet and Maintenance Services, has been a client of the **Solano County SBDC** since 1996. Over the years, he has participated in workshops, classes, and individual counseling sessions, and also graduated from the Vallejo Entrepreneurial Training program (a program which uses NxLevel training materials). Using the business plan developed during the NxLevel training, Mr. Davis secured a \$100,000 SBA loan. With the help of this funding and the continued growth of his business, Mr. Davis recently moved his home office to a commercial location. Discovering the SBA 8(a) Small Disadvantaged Business Certification Program at an SBDC workshop, Mr. Davis applied and received certification which will allow him to concentrate his efforts on Federal contracts at agencies such as Travis AFB in Fairfield.





## Specialized Programs

Many centers also offer specialized entrepreneurial training programs. In collaboration with their local Private Industry Councils, **Southwestern College** and **Contra Costa SBDCs** developed their own intensive training programs. Southwestern College SBDC's Quick Start Program, featured in our 1995 report, successfully continues to graduate students. Other SBDCs, including **Contra Costa, Redwood Empire**, and **Weill Institute** sought funding from the State's Employment Training Panel for sessions targeting businesses with less than 10 employees. In the Sacramento region, the **Sierra College SBDC** partnered with its local One Stop Shop to host a three-day intensive seminar to meet the distinct needs of restaurateurs while the **Greater Sacramento SBDC** co-sponsored a flexible 5 session, 15 hour "Performance Plus" course with its local Chamber of Commerce.

## Export Wise™

Many small companies lack the necessary technical expertise to take full advantage of the global marketplace. To serve this need, the **Export SBDC** developed the Export Wise™ Certificate Program. Certified by the Export Managers Association of California, this innovative 24-hour, 6-week program provides participants with hands-on experience in developing and growing an export business. Export Wise™ received exceptional reviews in its first year of operation. Unlike theory-based programs, Export Wise™ emphasizes the actual elements required for exporting and expects each client to complete an export transaction by conclusion of the program. As with NxLevel, excellent business speakers ranging from attorneys to freight forwarders, enhance the sessions.



## Amistad Publishers

Felix Zajdman, owner of Amistad Publishers, came to the **Export SBDC** to expand his international markets through the *ExportWise™* Certificate Program. Applying this knowledge, he researched international end users for his chosen product, electrical utility vehicles, including golf carts. He has since landed sales to Portugal, and is consulting for another related project in Mexico. He continues to seek the advice of the experts available to him through the Export SBDC.

## ★ Eat Your Vegetables

Margarita Perez, a food scientist with a lucrative full-time job, attended the *ExportWise™* Certificate Program to fulfill her dream about entering the export business. After completing the class and receiving her certificate, she quit her job and took her skills in food chemistry international. Ms. Perez's newly acquired international expertise helped her land a contract to conduct research and development in international markets for a global food company.



1. Butte College, Chico
2. Cascade, Redding
3. Central California, Fresno
4. Central Coast, Aptos
5. Contra Costa, Concord
6. East Bay, Oakland
7. Eastern Los Angeles, Pomona
8. Export, Los Angeles
9. Gavilan College, Gilroy
10. Greater Sacramento, Sacramento
11. Inland Empire, Riverside
12. Napa Valley College, Napa
13. North Coast, Eureka
14. North Los Angeles, Van Nuys
15. Northern San Diego County, Location TBA
16. Orange County, Santa Ana
17. Redwood Empire, Santa Rosa
18. San Francisco
19. San Joaquin Delta College, Stockton
20. Santa Barbara/San Luis Obispo, Location TBA
21. Sierra College, Auburn
22. Silicon Valley, Sunnyvale
23. Solano County, Suisun
24. Southwest Los Angeles, Torrance
25. Southwestern College, Chula Vista
26. Technology Center, Location TBA
27. Valley Sierra, Modesto
28. Weill Institute, Bakersfield
29. Yuba College, Marysville

**State Office:**  
 801 K Street, Suite 1700  
 Sacramento, CA 95814  
 (916) 324-5068  
<http://commerce.ca.gov/business/small/starting/>

## SBDC Offices

### 1 Butte College SBDC

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### 3 Central California SBDC

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### 6 East Bay SBDC & CITD

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(510) 893-4114  
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### \* Fremont SBDC & CITD

3100 Mowry Avenue, Suite 404  
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### 7 Eastern Los Angeles County SBDC

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sbdcpom@ibm.net  
Serving eastern Los Angeles County

### \* Glendale SBDC

330 N. Brand Blvd., Suite 190  
Glendale, CA 91203  
(818) 552-3254  
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sbdcgln@ibm.net  
Serving eastern Los Angeles County

### \* South Central Los Angeles SBDC

201 North Figueroa Street, Suite 285  
Los Angeles, CA 90012  
(213) 202-7840  
David Ryal, *Manager*  
sbdccla@ibm.net  
Serving South Central Los Angeles

### 8 Export SBDC

222 North Sepulveda, Suite 1690  
El Segundo, CA 90245  
(310) 606-0166  
Gladys Moreau, *Director*  
info@exportsbdc.org  
www.exportsbdc.org  
Serving export clients in  
Los Angeles County and statewide

### \* Export SBDC (Ventura)

5700 Ralston Street, Suite 310  
Ventura, CA 93003  
(805) 644-6191  
Ray Bowman, *Manager*  
esbdc@primenet.com  
Serving export clients in Ventura and  
Santa Barbara Counties

### 9 Gavilan College SBDC

7436 Monterey Street  
Gilroy, CA 95020  
(408) 847-0373  
Peter Graff, *Director*  
l.nolan@gilroy.com  
www.gavilansbdc.org  
Serving southern Santa Clara,  
San Benito and eastern Monterey Counties

### 10 Greater Sacramento SBDC

1410 Ethan Way  
Sacramento, CA 95825  
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www.sbdc.net  
Serving Sacramento, El Dorado and  
Yolo Counties, except City of Woodland  
(See #29)

### 11 Inland Empire SBDC

1157 Spruce Street  
Riverside, CA 92507  
(909) 781-2345  
(800) 750-2353  
Michael Stull, *Director*  
MichaelStull.sbdc@winriverside.org  
www.iesbdc.org  
Serving Riverside and  
San Bernardino Counties

### \* High Desert SBDC

15490 Civic Drive, Suite 102  
Victorville, CA 92392  
(760) 951-1592  
David Schulte, *Manager*  
Serving San Bernardino County

### \* Coachella Valley SBDC

Palm Springs Satellite Center  
500 S. Palm Canyon Drive,  
Suite 222  
Palm Springs, CA 92264  
(760) 864-1311  
Brad Mix, *Manager*  
Serving eastern Riverside County

### \* Inland Empire Business Incubator

155 S. Memorial Drive, Suite B  
San Bernardino, CA 92408  
(909) 382-0065  
Karen Coghlan, *Manager*  
Serving San Bernardino and  
Riverside Counties

### 12 Napa Valley College SBDC

1556 First Street, Suite 103  
Napa, CA 94559  
(707) 253-3210  
Chuck Eason, *Director*  
charles.eason@usa.net  
www.napasbdc.org  
Serving Napa County

### 13 North Coast SBDC

520 E Street  
Eureka, CA 95501  
(707) 445-9720  
Fran Clark, *Director*  
fransbdc@northcoast.com  
Serving Humboldt County

### \* North Coast SBDC

Administrative Office  
207 Price Mall, Suite 500  
Crescent City, CA 95531  
(707) 464-2168  
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fransbdc@northcoast.com  
Serving Del Norte County

### 14 North Los Angeles County SBDC

4717 Van Nuys Blvd., Suite 201  
Van Nuys, CA 91403  
(818) 907-9922  
Wilma Berglund, *Director*  
VNsbdca@aol.com  
www.vedc.org/sbdc/  
Serving northern Los Angeles County

**\* Gold Coast SBDC**

5700 Ralston Street, Suite 310  
Ventura, CA 93003  
(805) 658-2688  
Joe Huggins, *Manager*  
GCSbdc@aol.com  
Serving Santa Barbara and  
Ventura Counties

**\* Northeast Valley SBDC**

12502 Van Nuys Blvd., Suite 119  
Pacoima, CA 91331  
(818) 834-9860  
Daniel Morales, *Manager*  
Serving San Fernando Valley  
(Los Angeles County)

**15 Northern San Diego County SBDC**

To be re-established by mid-1999  
Serving northern San Diego County

**16 Orange County SBDC**

901 East Santa Ana Blvd., Suite 101  
Santa Ana, CA 92701  
(714) 564-5200  
Gregory Kishel, *Director*  
gkishel@pacbell.net  
www.rancho.cc.ca.us/home/  
sacbsdc/html/ocsbdc.html  
Serving Orange County

**17 Redwood Empire SBDC**

520 Mendocino Avenue, Suite 210  
Santa Rosa, CA 95401  
(707) 524-1770  
Christopher Facas, *Director*  
chris\_facas@garfield.santarosa.edu  
www.santarosa.edu/sbdc  
Serving Sonoma and Marin Counties

**\*\* West Company SBDC**

367 North State Street, Suite 201  
Ukiah, CA 95482  
(707) 468-3553  
Sheilah Rogers, *Executive Director*  
Westco@pacific.net  
or

**\*\* West Company Coast Office**

306 Redwood Avenue  
Fort Bragg, CA 95437  
(707) 964-7571  
Serving Mendocino County

**18 San Francisco SBDC**

455 Market Street, 6th Floor  
San Francisco, CA 94105  
(415) 744-8427  
Beverly Hamile, *Interim Director*  
sfsbdc@ziplink.net  
Serving San Francisco  
& northern San Mateo Counties

**19 San Joaquin Delta College SBDC**

445 North San Joaquin Street  
Stockton, CA 95202  
(209) 943-5089  
Gillian Murphy, *Director*  
gmurphy@sjdccc.ca.us  
www.inreach.com/sbdc/  
Serving San Joaquin, Calaveras,  
Amador and Alpine Counties

**20 Santa Barbara/San Luis Obispo SBDC**

To be established in mid-1999  
Interim services provided by  
Gavilan College SBDC

**21 Sierra College SBDC**

560 Wall Street, Suite J  
Auburn, CA 95603  
(530) 885-5488  
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smallbuz@sierra.campus.mci.net  
sbdcsierra.org  
Serving Sierra, Placer, Nevada, Modoc,  
Lassen and Plumas Counties

**22 Silicon Valley SBDC**

298 S. Sunnyvale Avenue, Suite 204  
Sunnyvale, CA. 94086  
(408) 736-0680  
Elza Minor, *Director*  
eminor@siliconvalley-sbdc.org  
www.siliconvalley-sbdc.org  
Serving Santa Clara and  
southern San Mateo Counties

**23 Solano County SBDC**

424 Executive Court North, Suite C  
Suisun, CA 94585  
(707) 864-3382  
Elizabeth Pratt, *Director*  
epratt@solano.cc.ca.us  
Serving Solano County

**24 Southwest Los Angeles County SBDC & CITD**

2377 Crenshaw Blvd., Suite 120  
Torrance, CA 90501  
(310) 787-6466  
Susan Hunter, *Director*  
shunter@elcamino.cc.ca.us  
www.swlasbdc.org/  
Serving southwestern Los Angeles County

**\* Westside SBDC**

3233 Donald Douglas Loop South, Suite C  
Santa Monica, CA 90405  
(310) 398-8883  
Serving western Los Angeles County

**25 Southwestern College SBDC & CITD**

900 Otay Lakes Road, Bldg. 1600  
Chula Vista, CA 91910  
(619) 482-6391  
Mary Wylie, *Director*  
mwylie@swc.cc.ca.us  
www.sbditc.org  
Serving southern San Diego County

**\* Imperial Valley SBDC**

1240 State Street  
El Centro, CA 92243  
(760) 312-9800  
Debbie Trujillo, *Manager*  
ivsbdcc@quix.net  
Serving Imperial County

**26 Technology Center**

To be re-established by  
mid-1999 to serve high  
technology and high growth  
ventures in Orange County and statewide

**27 Valley Sierra SBDC**

1012 Eleventh Street, Suite 400  
Modesto, CA 95354  
(209) 521-6177  
Kelly Bearden, *Director*  
bearden@scedco.org  
smallbizcenter.org  
Serving Mariposa, Stanislaus and  
Tuolumne Counties

**\* Merced SBDC**

3180 Collins Dr., Suite A  
Merced, CA 95348  
(800) 323-2623  
Della Temple, *Manager*  
dtemple@inreach.com  
smallbizcenter.org  
Serving Merced County

**28 Weill Institute SBDC**

1706 Chester Ave, Suite 200  
Bakersfield, CA 93301  
(805) 322-5881  
Jeffrey Johnson, *Director*  
weill@lightspeed.net  
www.kccd.cc.ca.us/sbdc.html  
Serving Kern, Inyo and Mono Counties

**29 Yuba College SBDC**

429 - 10th St.  
P.O. Box 262  
Marysville, CA 95901  
(530) 749-0153  
James Hunter, *Director*  
phpd@aol.com  
Serving Sutter, Yuba, and  
Colusa, Counties; and the City of  
Woodland

**\* Yuba College SBDC (Lakeport) Satellite**

160 S. Main St.  
P.O. Box 1566  
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## Initiatives for Success

CA Small Business  
Development Center Program  
1999 Report

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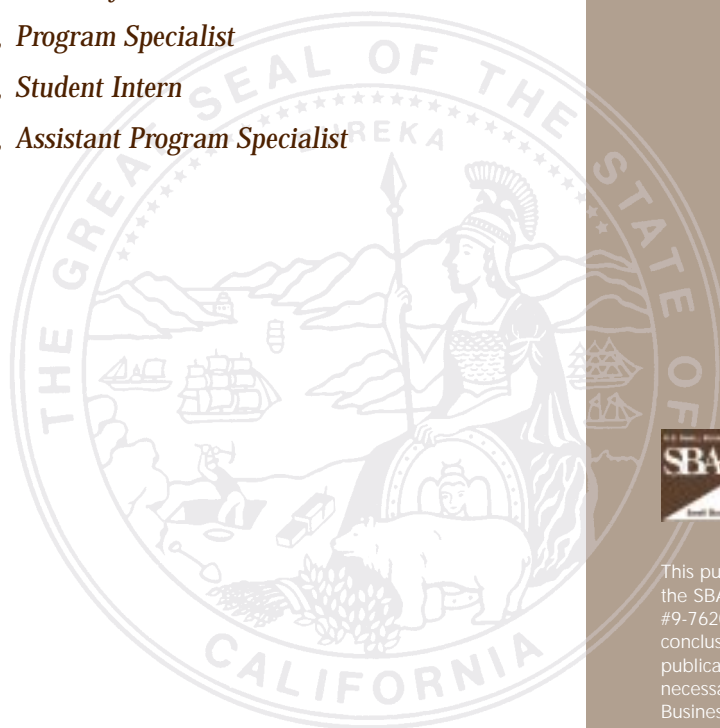
### PRODUCTION

Christina Backlund

Thanks to all SBDC Directors, staff and consultants for their contributions. Special thanks to Eastern Los Angeles SBDC for providing photos of their clients and to Office of Small Business staff for providing historical photographs of their families.

### DESIGN

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This publication is based upon work supported by the SBA under the current cooperative agreement #9-7620-0005-09. Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the authors and do not necessarily reflect the views of the U.S. Small Business Administration or the State of California.

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